

### **REMARKS/ARGUMENTS**

The Advisory Action has been carefully considered. It is respectfully submitted that the issues raised are traversed, being hereinafter addressed with reference to the relevant headings appearing in the Detailed Action section of the previous Office Action.

Claims 1 and 8 have been amended to include the limitations of the sensing device comprising: (a) an image sensor adapted to capture images of at least some of the coded data when the sensing device is placed in an operative position relative to the printed publication; and (b) a processor adapted to: (i) identify at least some of the coded data from one or more of the captured images; (ii) determine an orientation, within the captured images, of at least some of the coded data; (iii) decode at least some of the coded data, using the determined orientation; and, (iv) generate the indicating data being indicative of at least one of a position and a movement of the sensing device relative to the printed publication using at least some of the decoded coded data.

Support for these features can be found at page 14, line 5 onwards (Section 1.2.4), discussing orientation determination, and page 47, line 16 onwards (Section 6.1), discussing pen (i.e sensing device) mechanics.

### ***Claim Rejections – 35 USC § 103***

The Examiner maintains the rejection of claims 1 to 14 as being unpatentable over "Intelligent Paper" by M. Dymetman and Max Copperman (herein referred to as 'Intelligent Paper') in view of Soscia (US 5,996,893).

Reconsideration and withdrawal of this rejection is respectfully requested in light of the following comments.

In particular, the combination of "Intelligent Paper" and Soscia fails to teach or suggest a method or system utilising a sensing device comprising: "...a processor adapted to ... (ii) determine an orientation, within the captured images, of at least some of the coded data; (iii) decode at least some of the coded data, using the determined orientation...".

A *prima facie* case of obviousness cannot be satisfied for amended claims 1 and 8 in regard to "Intelligent Paper" in view of Soscia as the cited documents fail to disclose all the claim limitations of amended claims 1 and 8.

In view of the foregoing, it is respectfully requested that the Examiner reconsider and withdraw the rejections under 35 U.S.C. §103(a). The present application is believed to be in condition for allowance. Accordingly, the Applicant respectfully requests a Notice of Allowance of all the claims presently under examination.

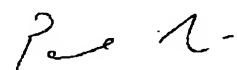
Very respectfully,

Applicants:



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